

# Media Kit 2019

# EAT



*Local Food  
Drink  
+  
Culture*

# Total Audience



Print  
Website  
Digital editions  
Twitter  
Facebook  
Instagram  
Events  
Email

Our reach per issue is over  
**180,795**  
people...

...and growing  
180,796  
180,824  
180,843



**RESTAURANTS | RECIPES | WINES | CULINARY | TRAVEL**

## MARKET POSITION

- EAT is a fully integrated media brand serving BC's advertising, marketing, media and PR professionals.
- We are a local business based in Victoria B.C.
- Our robust National social media and online audience interacts daily with our brand

## ACCESS AN INFLUENTIAL CROWD

We reach the people who make the decisions—the ones with the authority to choose or recommend your products and services (hospitality professionals, chefs, retail buyers, restaurant and hotel managers, business owners).

## BENEFITS

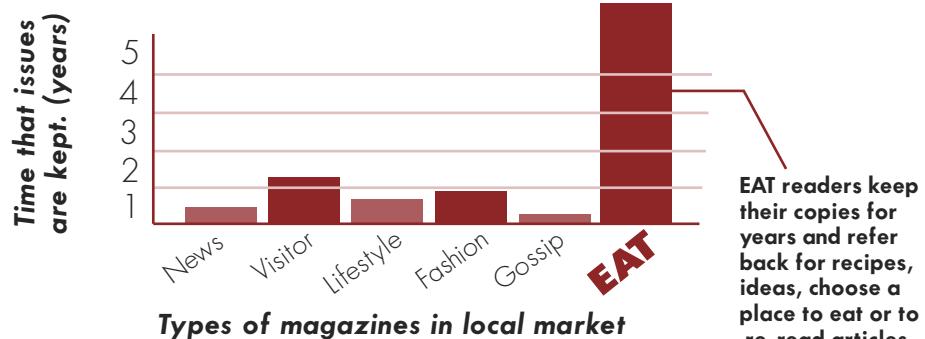
- Anytime, on-demand Digital Edition
- Widely distributed print edition
- Daily updates on the EAT website
- Access to our professional team for Native Advertising and Advertorial initiatives.
- Discounts available for multi-media buys

# Demographics



## READERSHIP

- Male 38% Female 62%
- 87% of readers eat at our advertiser's restaurants monthly
- Top reader interests are: cooking, restaurants, wine, healthy eating, culinary travel, entertaining & the home
- 89% of readers cook at home with EAT recipes



## OUR READERS ARE MORE LIKELY TO

- Buy based on quality
- Shop at locally-owned food & wine stores
- Eat out at restaurants at least once a week.
- Purchase cooking equipment and appliances or renovate their kitchen
- Take a trip
- Say that cooking is a hobby
- Want to know where their food comes from
- Attend a food or wine festival (*Culinaire, Vancouver International Wine Festival, Feast of Fields, Vancouver Beer Week*).
- Visit a farmers' market
- Read EAT from cover to cover

reader survey



## WHAT OUR READERS ARE SAYING

“I read everything and I love how new places are introduced. It’s the only way other than word of mouth that I find out what’s new.”

“I am so impressed with EAT I wanted to make sure I took the time to tell you! It’s an inspiration to read such a well done magazine.”

“When I go out to try new restaurants or shops, it’s BECAUSE of EAT.”

“Eat is my source of information (advertising or editorial) for locally owned restaurants or stores.”

“Congratulations on one of the best food magazines I have encountered lately. You delve into food matters in depth which is wonderful for a reader who likes some “meat” in her articles.

Thanks for proving good journalism and well written content is still alive and welcomed by a large audience.

“(EAT) really stands out in the forest of publications dropped in our mailbox or available from boxes and businesses. Its informative and entertaining.”

## WHAT BUSINESSES ARE SAYING

“As one of the newest wineries on Vancouver Island, advertising with EAT in both print and web ads has accelerated getting the word out about who we are, where we are, and what we’re all about. The engaging new web-site and a colourful magazine has a way of highlighting and complementing our style, as it would for any independent business focusing on branding and recognition.”

As a reader of the Magazine, I always look forward to getting the next issue and reading it from cover to cover. It keeps me up to date with what’s happening in the local food and craft beverage scene — and I enjoy the ads just as much as the articles.”

Sarah Cosman | General Manager      Unsworth Vineyards

## The Power of Print

A print ad in EAT Magazine will reach the largest number readers interested in your message. EAT's targeted demographic is actively looking for products and services that are related to food, drink and travel. EAT readers are loyal and often save each copy of the magazine for easy reference.

Your print ad will stand out. Studies have proven that magazine readers are more open to print messages and our reader's survey confirms that EAT readers love the ads as much as they do our editorial.

### Deadlines

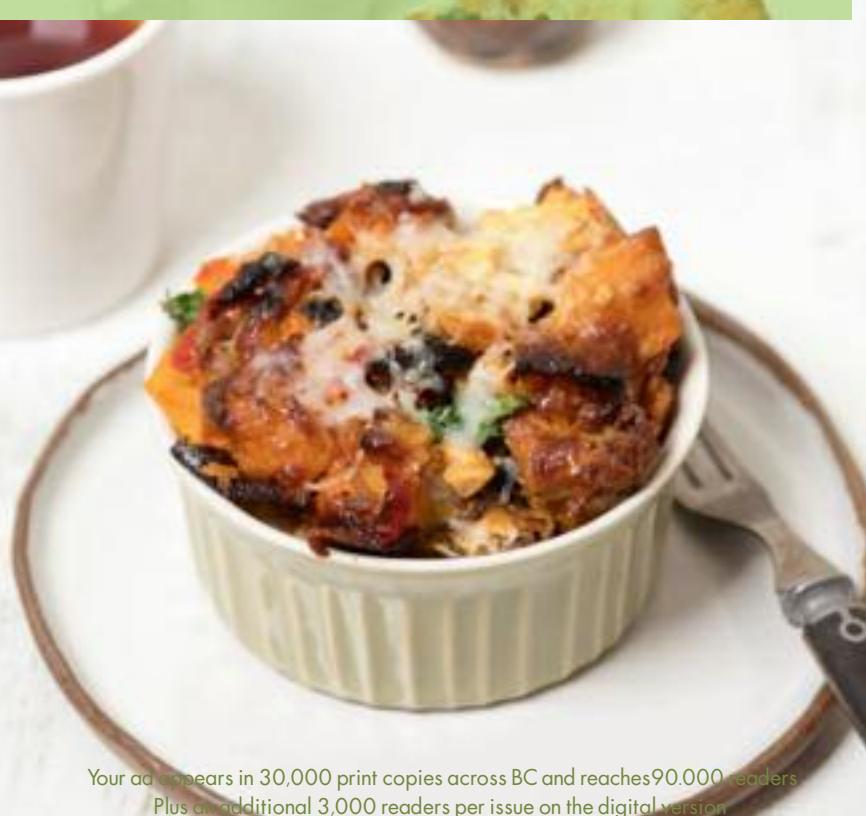
January /February 2018  
March/April 2019  
May/June 2019  
July/August 2019  
September/October 2019  
November/December 2019  
January /February 2020

### Booking

Nov 27  
Jan 18  
Mar 18  
May 20  
July 18  
Sept 18  
Nov 18

### Material

Dec 3  
Jan 25  
Mar 25  
May 27  
July 25  
Sept 25  
Nov 25



Your ad appears in 30,000 print copies across BC and reaches 90,000 readers  
Plus an additional 3,000 readers per issue on the digital version

## Rates & Sizing

1x 2x 3x 6x\*

\$3050 \$2745 \$2595 \$2310

Dimensions: 9.125"(w) x 9.8125"(h)  
Full Bleed dimensions: 10"(w) x 10.75"(h) trim, allow safe area within trim edge, add 0.125" bleed, export without crop marks

\$1740 \$1570 \$1480 \$1390

Dimensions: VERTICAL 4.375"(w) x 9.8125"(h)  
Dimensions: HORIZONTAL 9.125"(w) x 4.75"(h)

\$960 \$885 \$840 \$750

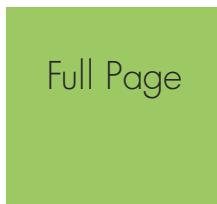
Dimensions 4.375"(w) x 4.75"(h)

\$725 \$650 \$635 \$605

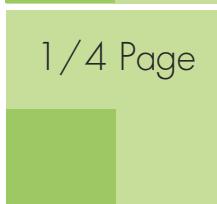
Dimensions: 4.375"(w) x 3.00"(h)

\$425 \$400 \$375 \$350

Dimensions: 2.792"(w) x 3.00"(h)



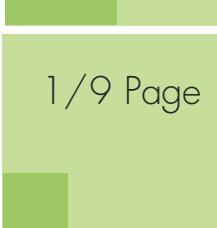
1/2 Page



1/4 Page



1/6 Page



1/9 Page



Inside  
Front or Back  
Outside Back

\$3300 \$2945 \$2795 \$2520  
\$3475 \$3145 \$2995 \$2700

### Full page Premium Positioning

A photograph of a golden-brown pie crust on a white pedestal stand. To the right lies a wooden rolling pin, a small metal sifter, and a piece of parchment or wax paper. The background is dark and moody.

# Distribution

## **EAT: where Buying Decisions are made.**

Magazines are distributed at over 280 locations throughout Victoria & BC:

### SAMPLE LOCATIONS

Whole Foods  
Cook Culture Victoria  
The Root Cellar  
Thrifty Foods  
Red Barn Markets  
Lifestyle Markets  
Bolen Books  
Munro's Books  
Tanners Books  
Italian Bakery  
Ottavio's  
Tectoria Cafe  
The London Chef  
Chorizo & Co  
Pink Bicycle  
Rebar  
Mole  
Veneto Lounge  
Habit Coffee  
Bond Bonds Bakery  
Fol Epi  
Paboom  
Canoe  
Olo  
Victoria Public Market  
Cafe Fantastico  
Spinnakers & Spinnakers Liquor Stores  
Hotel Grand Pacific  
Delta Ocean Point Resort  
Inn at Laurel Point  
Chateau Victoria  
Italian Food Import  
Market on Yates  
Prima Strada  
Village Butcher  
Hide + Seek Cafe  
Hey Happy  
Local General Store  
Niagra Grocery  
Pure Vanilla  
Community Store  
Duncan Garage  
Unsworth  
Vessel Liquopr Store  
Cascadia Liquor Stores  
Liquor Plus  
Metro Liquor  
Cook St Liquor  
Liquor Express  
Salt Spring  
... and many more.

# 2019 Editorial Calendar

JANUARY | FEBRUARY

Dining Out

Whether it's the new restaurant on the block, an old standby, the changing landscape of eating out or dining out alone, we've got it covered.

MARCH | APRIL

World Flavours

Celebrating the diversity in the restaurant industry. From Hungarian Goulash to sushi, we love it all.

MAY | JUNE

Sweet Tooth

Cakes and cookies, croissant to stollen. EAT has a sweet tooth and we are sharing some favourites.

JULY | AUGUST

Get Fresh

It's the season to celebrate warm nights and cool drinks, BBQs and just picked veggies.

SEPTEMBER | OCTOBER

Harvest Round-up

Time to put up preserves, can the fresh tomatoes, and begin thinking cool weather dishes.

NOVEMBER | DECEMBER

Holidays are Here

Family and friends, joy and laughter, good food and drink. Bring it on!



## Tell Your Story with Expert Advertorial

A great recipe for effective advertorial and the development of third party credibility.

**EAT is uniquely positioned** to partner you with leading industry professionals.



Advertorials are available as full, half or double page spreads.

Full Page Rate is \$3,200 (includes an optional EAT writer).  
Half Page Rate is \$1825 (includes an optional EAT writer).  
EAT photographer available at a reduced half or full day rate.

Bundle your advertorial with follow-up display ads for maximum effect.

## The Power of Web Ads

Web display advertising produces the best “top-of-mind” and branding solution. It is immediate and standouts on the page. It is flexible and your ad can be placed in multiple locations - including the top of every web page, near the heavy traffic Load More button and adjacent to our articles. Every reader that visits EAT will see your ad. With over a million impressions per year your web display ad will have the greatest reach and will benefit from repeated views by readers.

Web display ads link directly with your website or any URL. It works best with a clear, strong image or graphic.

It's the best way to reach readers when there's a call-to-action or if you have an event to promote.



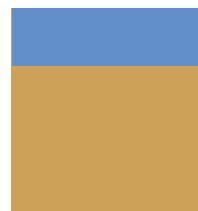
“I also regularly visit the websites of the advertiser’s that I’d like to get to know better.” Readers Survey

- Visitors spend an average of 4.5 minutes on the EAT website
- Our 20,000 unique visitors/month generate 60,000 pageviews
- Our growing social media following drives reader engagement with DIY projects and recipes
- Our tweets have a mention reach of 86.4k

# Digital Advertising / Bundles

EATmagazine.ca receives over 1 million impressions per year & has 20k Twitter followers

Monthly:



Top

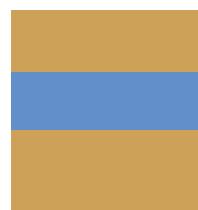
Leaderboard:  
Highest  
visibility. Appears  
on all pages

1 month      3 or more months

\$750      \$500

**Bundle with  
a print ad &  
Save**

**\$350  
/mo**

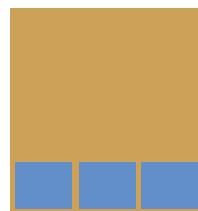


Middle

Leaderboard:  
High visibility.  
Embedded among  
the feature articles  
on the home page

\$500      \$350

**\$250  
/mo**



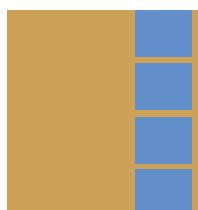
Load  
More  
Button

Sidebar: Heavy traffic area on the homepage

\$300      \$200

**\$100  
/mo**

**Best  
Value**



Sidebar: Also appears beside articles.

all sizes are in pixels

**TELL YOUR STORY** Native advertising is styled like an editorial post. It lets your business tell a story just like an article *plus* it social media friendly.

## The Storehouse Directory

Booking Anytime  
Deadline one week prior to publishing

# What is The Storehouse Directory?

**It is a new and innovative way to engage with EAT readers online** - a new form of advertising called "Native Advertising" which is quickly becoming the way businesses reach current and potential customers on the web.

**It is a new alternative to traditional display web ads.** It works by incorporating your editorial as part of EAT's blog roll - integrating your message into the EAT website.

**Readers cannot block this type of advertising.** And your editorial is on the Storehouse Directory Page as well.

**Truly a step forward in advertising options.**

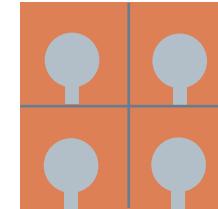


# The Storehouse Directory Advantage

## ONLINE NATIVE ADVERTISING

# ONLINE NATIVE ADVERTISING

Directory Listing 1  
125 words  
1 picture  
\$499 per year



Directory Listing 2  
250 words  
3 pictures  
\$699 per year



Janice Hark, 66, died from an enlarged heart, a rare heart-disease trait common among African Americans, and she died per se, meaning her death was not due to her stroke. Gains in life expectancy are a result of more effective screening and treatment programs, medical advances based on race. Although it's not as simple as it sounds, it's clear that race is a complex indicator of health status. It's not just about genes, but also about environment, education, income, and other social factors.

AVG  
1988 M. V. G.

## Production Requirements

- Jpeg(s) or gif(s) at 72 dpi to size
  - Word document
  - Please provide the linking URL

**I** am too tired. Click right here to change this text. I will have done it over  
so many times during the day. I will often feel like my fingers are really pickled  
and僵硬.

From: Mark C. The Ladd Institute for Child Development at the University of Connecticut  
Subject: Re: [REDACTED] - [REDACTED] - [REDACTED] - [REDACTED] - [REDACTED] - [REDACTED]  
Date: 10/10/2013 10:45:00 AM  
To: [REDACTED] - [REDACTED] - [REDACTED] - [REDACTED] - [REDACTED] - [REDACTED]



You can block a click-off function or change the text, background-color and font-size by applying the following code to the `body` element:

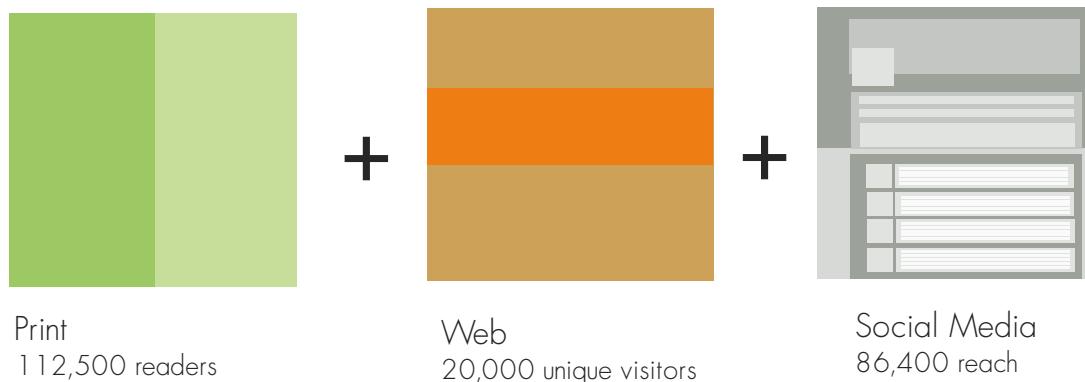
That being said, it's not clear what's causing inflation, because prices aren't a good indicator of advertising costs. As Bill Bishop notes, consumers can't purchase ads for free. So the media companies are responsible for inflation.

卷之三

# EAT Total Reach

You want to make a splash in the Pacific Northwest? We can help, here's how you do it.

---



= One heck of a reach



CELEBRATING **20** YEARS OF GOOD FOOD & DRINK

## Social Media

Eat Magazine has more than 28.2k Twitter, Facebook & Instagram followers and fans — all with an express interest in everything culinary.

# Production Requirements

## Print

### Accepted File Types:

- 1) PDF exported using Adobe's Press Quality setting with no modifications (preferred).
- 2) Adobe Illustrator CC (or earlier), **fonts must be converted to outlines**. Placed images and raster effects at 300 dpi. Document colour mode and all placed images must be CMYK.
- 3) Adobe Photoshop files should be 300dpi and PSD or JPEG Maximum Quality, CMYK colour mode. Fonts in PSD files must be rasterized.

Note: EAT does not accept PDFs created using Word.

- Images must be 300 dpi at 100% scale (line screen 150)
- All files must be CMYK and not include RGB or spot colours.
- Supply ad at specified dimensions. No crop marks, page information or extra space around the outside.
- Blacks: To avoid misregistration, black type under 72pt, black borders and thin black lines must be 100% black (not a 4-colour mix) and be set to overprint. Any large areas of black such as overall backgrounds should be a boosted black set to 100% Black, 40% Cyan, 30% Magenta & 30% Yellow (which gives a nice dense, neutral black when printed).
- Knockout and overprint: White text must not be set to overprint or the text will disappear when printed. Colours layered on top of one another must not overprint but knock out of the colour below it so as not to change colour. Black text should always overprint.
- EAT does not guarantee 100% colour accuracy.
- Images & graphics should not use any form of compression.
- Please proof your ads for accuracy. Unproofed ads will run as is.

## Web

- Jpeg or gif at 72 dpi to size
- Please provide the linking URL

## Send Artwork

[adproofs@eatmagazine.ca](mailto:adproofs@eatmagazine.ca)

For further information:

778-350-6962

[sales@eatmagazine.ca](mailto:sales@eatmagazine.ca)

